



医疗器械制造展



国际智慧健康展



应急救援展



康复及个人健康展



国际养老展



家用医疗展



宠物健康展

# Sponsorship

**The 86th China International Medical Equipment Fair**

**The 33rd International Component Manufacturing & Design Show**

**2022 International Intelligent Health Expo**

**2022 Emergency, Rescue & Safe China**

**2022 International Rehabilitation and Personal Health Show**

**2022 International Elderly Care and Nursing Show**

**2022 International Home Care Exhibition**

**2022 Animal Health China**

**August 21-24, 2022**

**National Exhibition & Convention Center, Shanghai**



**国药励展**  
Reed Sinopharm  
Exhibitions



通过ISO9001质量体系认证

1

## Professional Audience / End User

Each CMEF attracts many professional visitors and end users from hospitals. Therefore, CMEF is the leader of similar exhibitions in the Asia Pacific region in terms of both online exposure and on-site visits, allowing us to help enterprises attract many professional audience in the shortest time.

2

## Online Resources

Based on nearly 40 years' experience, we have accumulated rich online resources. The annual PV of the official website are respectively over 2 million, growing steadily at over 16.3% annually. The official WeChat account has more than 300 thousand followers. The database now includes over one million quality data entries, of which there have been nearly 200 thousand data entries covering more than 150 countries and regions.



**Why choose  
CMEF?**

*professional, accurate,  
comprehensive and deep-cultivated*



# Sponsorship Scheme

1

## ON-SITE PROMOTION

- Opening Ceremony Stage
- Conference & Forums
- Information Desk at North Hall
- Logo Display on the Booth Map
- Gift Sponsorships
- Live Photo Broadcast

2

## ONLINE PROMOTION

- CMEF's official WeChat Platform
- Mini Program of iCMEF
- Official Website
- Video on WeChat
- Digital Channel Marketing



1

# ON-SITE PROMOTION

to bring the most intuitive flow



CMEF  
China International Medical Equipment Fair



## 1.1

# Opening Ceremony Screen

The opening ceremony stage of the 86th CMEF is located in the North Hall at the NECC, where is the main entrance of the audience attracting large traffic and high attention.

## *Sponsorship*

- a. Video clips should be at least 1080P and no more than three minutes in length. The recommended video screen size is 1920x1080.
- b. Video contents must comply with relevant laws and regulations.
- c. The video will be played evenly during the opening hours of the exhibition hall, and it will be played at least 5 times a day
- d. The final broadcast timetable is made by the organizer.

## *Price*

- a. For a single day: 1,499 USD/piece
- b. Two-day package: 2,499USD/piece
- c. Four-day package: 4,199USD/piece



## 1.2

# Opening Ceremony Stage

The opening ceremony stage of the 86th CMEF is located in the North Hall at the NECC, where is the main entrance of the audience attracting large traffic and high attention.

## *Forums/Events*

- a. The opening ceremony stage can be used as a venue for forums and events during non-organizer use hours.
- b. Due to limited space, the slot is limited to three exhibitors each day.
- c. The final event timetable is made by the organizer and adjusted according to condition.

## *Price*

- a. For one hour: 3,699USD/piece
- b. Two-hour package: 5,899USD/piece
- c. Four-hour package: 7,899USD/piece



As an integral part of CMEF, the **CMEF Congress**, consisting of conference and forums, has been further upgraded both in the theme as well as the quality and quantity of attending guests. In recent years, the CMEF team has worked with 5 academicians in the industry and over 600 KOLs from China Association of Medical Devices Industry, Chinese Medical Association, Chinese Association of Medical Equipment, U. S. Department of Commerce and other government departments and industry organizations to present more than 80 high-end academic forums annually.

**Conferences and forums sponsorships will help companies build their status as industry leaders, focus on potential customers accurately and enhance industry influence.**



**80+**  
**Conference & Forums**

**600+**  
**Industrial Experts**

**10000+**  
**Professional Visitors**

**300+**  
**Hot Topics**

# 1.3

## Conference & Forums (for a single meeting)

No.	Project	Content	Price	Slot
1	the title sponsor of a main conference	1. the name right of a specific main conference 2. the exposure of the sponsor's name and logo, including backboard, printing materials and online publicity 3. a 30-minute speech on the conference given by the expert invited by the sponsor 4. priority for other sponsorship projects 5. a full-page Ad on the CMEF Conference Manual if the sponsorship is more than 200,000RMB.	the meeting size is of 100-200 people: 23,599 USD  the meeting size is more than 200 people: 31,499 USD	EXCLUSIVE
2	the sponsor of a satellite meeting	1. a 40-minute satellite meeting for a specific main conference 2. lunch is not included. additional purchase is required	9,499 USD	EXCLUSIVE
3	to deliver a speech on the conference	1. to deliver a 20-minute speech on a specific conference 2. the spokesperson could be the sponsor's executive or expert. the content of the speech should be pre-viewed by the organizer.	the meeting size is of 100-200 people: 3,199 USD  the meeting size is more than 200 people: 4,799 USD	EXCLUSIVE

# 1.3

## Conference & Forums (for a single meeting)

No.	Project	Content	Price	Slot
4	the sponsor of expert reception	responsible for expert reception, such as itinerary, ticket booking, local transportation and bear all the cost	3,199 USD	EXCLUSIVE
5	the sponsor of expert accommodation	responsible for expert accommodation, such as hotel reservation, service during stay and bear all the cost	3,199 USD	EXCLUSIVE
6	the title sponsor of a gala dinner	1. the name right of a gala dinner after a specific main conference 2. responsible for the gala dinner's restaurant reservation, process management, guest service and bear all the cost	3,199 USD	EXCLUSIVE

# 1.3

## Conference & Forums (for a single meeting)

No.	Project	Content	Price	Slot
7	the sponsor of expert gift	1. responsible for expert gift on a specific conference and bear all the cost 2. the gift should be confirmed by the organizer.	3,199 USD	EXCLUSIVE
8	the sponsor of bottle water	responsible for bottle water on a specific conference and bear all the cost	3,199 USD	EXCLUSIVE
9	the sponsor of notebook set	responsible for notebook set on a specific conference and bear all the cost	3,199 USD	EXCLUSIVE
10	brand exposure	1. brand exposure such as a display board on the conference venue 2. the display board is made by the organizer and the design is provided by sponsor	3,199 USD	UNLIMITED
11	full-page Ad in the information pack of the conference	the full-page Ad is provided by the sponsor 3 days before the meeting	3,999 USD	UNLIMITED

## 1.4

# North Hall Information Desk Advertisement

The information desk with LED screen of the 86th CMEF is located in the North Hall at the NECC, where is the main entrance of the audience attracting large traffic and high attention.

### *Sponsorship*

- a. The display content is limited to dynamic/static logo promotion. Video clips should be at least 1080P and no more than one minute in length. The recommended video screen size is 1920x1080. Pictures should be of jpeg/png format and no larger than 5M. The suggested ratio of the picture is 1:1. The content must comply with relevant laws and regulations.
- b. Video will be played by turns.
- c. The video will be played at least 180 times a day. The final broadcast timetable is made by the organizer.

### *Price*

1,599 USD/piece





1.5

## CMEF Live on-site Interview:

The Media Center is located in the North Hall at the NECC, where is the main entrance of the audience attracting large traffic and high attention. CMEF Live is set up on site to increase brand exposure.

A live stream studio will be set up on site with the support of China Economic Net and China Machine Press. Interviews with industrial elites and opinion leaders will be presented through live streaming, virtual exhibition tours and live conferences, where market dynamics and industrial outlook were discussed to drive innovative development and catalyze brands' evolution.

### *Sponsorship*

One-stop services include preliminary outline, live shooting, video production, post-writing, promotion and release.

### *Price*

USD 799 - 4,699



# 1.4

## Logo Display on the Booth Map

Your brand logo will be highlighted on the electronic and on-site booth maps, leaving your booth easily located and your image further impressed.

### Sponsorship

- a. Your logo will be displayed on the electronic and on-site booth maps issued by the organizer.
- b. The size of the logo corresponds to the booth area on a pro-rata basis.
- c. Logos should be provided in high definition beforehand.

### Price

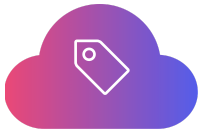
For a Single exhibition: 1,599USD/exhibitor



# 1.5

## Gift Sponsorship

CMEF provides exhibitors with gift sponsorship opportunities, which is the best chance for company branding and product promotion.



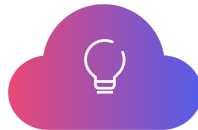
### Epidemic Prevention Supplies

- Companies are supposed to offer masks, hand sanitizers and disinfection tissues, etc. according to the organizer's needs
- Companies will obtain the naming right of the 86th CMEF epidemic prevention supplies



### VIP Gift

- Companies are supposed to offer VIP gifts for conferences according to the organizer's needs
- Companies will obtain the naming right of the 86th CMEF VIP gifts
- The value of a single gift is not less than 50 USD
- Companies can add 7,899 USD to get the opportunity to place a leaflet in the information pack of conferences



### Bottle Water for Conference

- Companies are supposed to offer bottle waters according to the organizer's needs
- Companies will obtain the naming right of the 86th CMEF bottle waters for conference

## 1.6

# Live Photo Broadcast

The live photo broadcast on the 86th CMEF will show the highlights of the exhibition, drawing a lot of attentions. The system can provide a high exposure of more than 20W+

## Homepage Banner

the first position: 3,999USD

the second position: 3,699USD

the third position: 3,199USD

## Naming Right

a. Price: 23,599USD

b. Exclusive Live Photo Broadcast  
naming rights

c. Corporate LOGO will be showed  
with the QR code of the program





2

# ONLINE PROMOTION

Full coverage of wide area traffic



CMEF  
China International Medical Equipment Fair

中国国际医疗器械博览会  
China International Medical Equipment Fair

# Advantages of CMEF's official WeChat Platform



*to be exposed to 3500,000 industrial followers*

one of the top We Media platforms in the medical industry



*to trigger most talked-about topic in the field*

With about 2 million views annually, CMEF official WeChat platform is very popular in the industry. The average pageviews during the promotion period is 10,000



*professional and diverse content placement*

Exhibitor Network, Product Spoilers, CMEF Award, CMEF Headline, etc. Various columns are adapted to different promotion needs

## 2.1

# WeChat Single Article

One single article with images, published on CMEF WeChat platform.

## Scheme

- Articles are provided by exhibitors one week in advance, or reposted from the WeChat platform of exhibitors.
- The organizer need to review, and can modify the article after discussion with exhibitors.
- Due to limited space, each exhibitor can only send two articles each week during the circular time on the “first come, first served” basis.
- There are no restrictions on the format, eg. pictures, texts, videos,etc. The provided content needs to be typeset, and the composing/typesetting will cause additional charge.





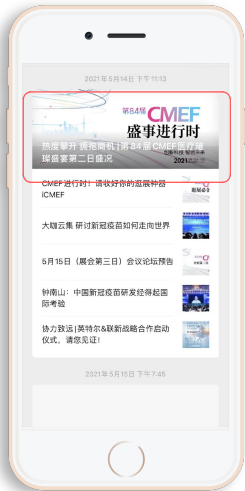
## 2.2

# WeChat First Article in a Collection

First article in a multi-article collection, published on CMEF WeChat account

## Scheme

- Articles are provided by exhibitors one week in advance, or reposted from the WeChat platform of exhibitors.
- The organizer need to review, and can modify the article after discussion with exhibitors.
- Due to limited space, each exhibitor can only send two articles each week during the circular time on the “first come, first served” basis.
- There are no restrictions on the format, eg. pictures, texts, videos,etc. The provided content needs to be typeset, and the composing/typetting will cause additional charge.



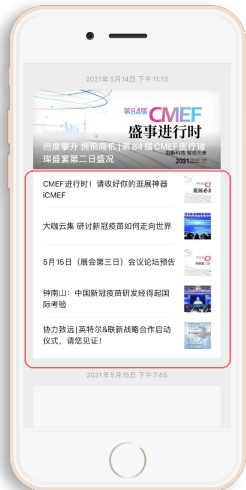
## 2.3

# WeChat Non-first Article in a Collection

Non-first article in a multi-article collection, published on CMEF WeChat account.

## Scheme

- Articles are provided by exhibitors one week in advance, or reposted from the WeChat platform of exhibitors.
- The organizer need to review, and can modify the article after discussion with exhibitors.
- Due to limited space, each exhibitor can only send two articles each week during the circular time on the “first come, first served” basis.
- There are no restrictions on the format, eg. pictures, texts, videos,etc. The provided content needs to be typeset, and the composing/typetting will cause additional charge.



## 2.4

# Other Sponsorship on WeChat



## Special Report Page Headline

- One single article with images, published on the top pf special report page.
- Articles are provided by exhibitors one week in advance, or reposted from the WeChat platform of exhibitors.
- The price is 15,799USD/issue

## Bumper Advertisements

- The exhibitor needs to communicate with the organizer in advance of the column and release schedule.
- Image size is 900\*200px, located in the middle of the article.
- Different prices for different release periods.



May, 2022						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
June, 2022						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
July, 2022						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
August, 2022						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

# Timetable & Price

USD/Article

## WeChat Single Article

	2,899
	3,199
	3,599
	4,399
	/
	/

## WeChat First Article in a Collection

	2,399
	2,699
	3,199
	3,999
	4,699
	/

## WeChat Non-first Article in a Collection

	1,599
	1,899
	2,399
	3,199
	3,999
	7,899

## Bumper Advertisements

	1,599
	1,899
	2,399
	3,199
	3,999
	7,899

## 2.5

# Mini Program of iCMEF - Banner

Millions of brand exposure opportunities are obtained - the views of iCMEF platform has exceed 2,700,000+ in 2021, and it is expected to exceed 3,000,000 in 2022. Through the top banner on the iCMEF homepage to improve the acquisition rate of business leads!

## Scheme

- Displayed in the iCMEF mini program as Ad rotation
- Connected to the cloud booth on the iCMEF

### price for a long period during non-exhibition

Date	Price	Displaying Days	Limited Slot
5/15 - 6/30	\$4,299	47	2
7/1 - 7/31	\$3,899	31	2
8/1 - 8/31	\$8,699	31	2

### price for a short period during non-exhibition

Date	Price	Displaying Days	Limited Slot
5/15 - 5/31	\$599	17	2
6/1 - 6/15	\$699	15	2
6/16 - 6/30	\$1,199	15	2
7/1 - 7/15	\$1,699	15	2
7/16 - 7/31	\$1,999	16	2
8/1 - 8/16	\$2,799	15	2
8/17 - 8/31	\$8,099	16	2
9/1 - 9/15	\$5,499	15	2



## 2.6

# Mini Program of iCMEF Top Products

Millions of brand exposure opportunities are obtained - the views of iCMEF platform has exceed 2,700,000+ in 2021, and it is expected to exceed 3,000,000 in 2022. Through the Top Products on the iCMEF homepage to improve the acquisition rate of business leads!

## Scheme

- Listed in the Top Products on the homepage of iCMEF mini program
- Limited to 6 slots

## Timetable & Price

Period	Displaying Days	Price
4/1 - 4/30	30	\$499
5/1 - 5/31	31	\$699
6/1 - 6/30	30	\$899
7/1 - 7/31	31	\$999
8/1 - 8/15	15	\$1,099
8/16 - 8/31	16	\$1,399
8/1 - 8/31	31	\$2,299
9/1 - 9/30	30	\$1,099



## 2.7

# Homepage Banner

With an annual PV of 2,000,000 +; The exhibition information is up-to-date; Nearly 30% of visitors registered through the official website.







## Homepage Banner

### *Scheme*

- Located at key positions and displayed concurrently with the exhibition information.
- Linked to company website.

### *Requirement*

- The image needs to be provided 1 week in advance.
- CMEF has the right to review and modify the image.
- Image size: 1920\*650px.
- Limited to 2 images per period .

### price for a long period

Date	Price	Displaying Days
8/1 - 8/31	\$4,999	31
9/1 - 9/30	\$8,099	30
10/1 - 10/31	\$12,399	31

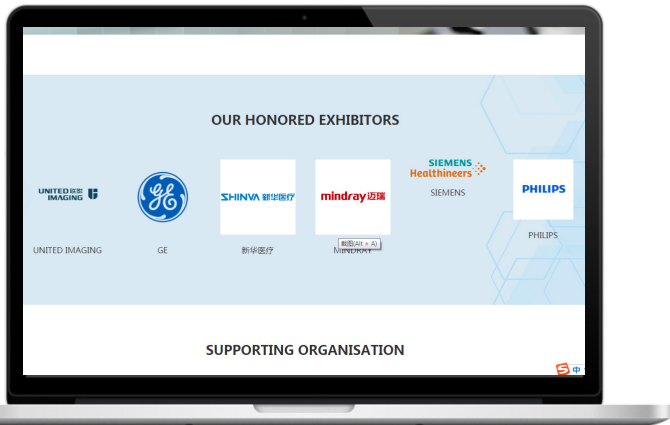
### price for a short period

Date	Price	Displaying Days
8/1 - 8/15	\$2,799	15
8/16 - 8/29	\$3,099	16
8/30 - 8/5	\$3,409	14
9/6 - 9/19	\$3,899	14
9/20 - 9/30	\$3,899	11
10/1 - 10/10	\$4,649	10
10/12 - 10/16	\$7,739	5
10/18 - 10/31	\$3,099	14

## 2.8

# Homepage - Our Honored Exhibitors

With an annual PV of 2,000,000 +; Listing your logo with superior exhibitors on the platform of CMEF.



## Scheme

- Displayed in the Our Exhibitors column as Ad rotation
- Limited to 20 space per year.

## Price

- Listing whole year  
(including exhibition period): \$5,999
- Listing half year  
(including exhibition period): \$3,199

## 2.9 Video on WeChat

### *Sponsorship*

The Wechat video platform of CMEF aims to facilitate video sharing and live streaming by encouraging businesses to sign up for the initiative for original video channels. In 2021, the platform received 200,000 plus visits, while drawing the official channels of 105 industry leaders.

### *Price*

- Video pushing service: 199 USD
- Requirement: Horizontal version, 1920\*1080px.
- File size: within 1G



## 2.10

# Video on WeChat - into the Enterprise

## Price

Package A
One Live Streaming
One WeChat Non-first Article in a Collection
One Poster in WeChat Moments
original total price: 3,199 USD
package price: 2,899 USD

Package A
One Live Streaming
One WeChat Non-first Article in a Collection
A Video Pushing on Wechat
One Poster in WeChat Moments
original total price: 3,199 USD
package price: 3,799 USD

Package A
One Live Streaming
One WeChat Non-first Article in a Collection
A WeChat Single Artical
A Video Pushing on Wechat
One Poster in WeChat Moments
original total price: 3,199 USD
package price: 3,799 USD

## Scheme

service	notes
Live Streaming	Recorded video or live broadcast is provided by the enterprise
WeChat Single Artical	Non-promotion period
Release on Cooperative Media	
WeChat Non-first Artical in a Collection	
Video Pushing on WeChat	Customized

## 2.11

# Digital Channel Marketing

CMEF CRM database consists of distributors, agents, purchasers, medical institutions and other industrial visitors. Digital Channel marketing could increase corporates' brand exposure to promote themselves and bring business opportunities.

### *EDM Release*

- Text: no more than 1000 words
- Pictures: 2-4
- Data volume: 40000-50000

### *Price*

- 1,599 USD  
(including EDM production and sending)





## Contact Us

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医疗器械制造展



国际智慧健康展



应急救援展



**CMEF**  
China International  
Medical Equipment Fair



康复及个人健康展



国际养老展



家用医疗展

# ***Look forward to our cooperation***

**The 85th China International Medical Equipment (Autumn)Fair**

**The 32nd International Component Manufacturing & Design (Autumn)Show**

**2021 International Intelligent Health (Autumn)Expo**

**2021 Emergency, Rescue & Safe China(Autumn)**

**International Rehabilitation and Personal Health (Autumn)Show**

**International Elderly Care and Nursing (Autumn)Show**

**International Home Care (Autumn)Exhibition**

**October 13-16, 2021**

**Shenzhen World Exhibition & Convention Center**



**国药励展**  
Reed Sinopharm  
Exhibitions



通过ISO9001质量体系认证